Permit #F00019989-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019989-A **Type of Permit:** FILMING **Release Date:** 09/14/2009

Production Company RSA FILMS

Insured Company Name RSA FILMS
Contact Phone No. 1 310-659-1577
Contact Phone No. 2
Fax
Address 634 LA PEER DR
LOS ANGELES, California 90069

Production Title COCA COLA

Type of Production Commercial - Standard

Producer ANNE JOHNSON

Director CARL RINSTH

1st AD TBD TBD

Production Manager BRIAN MITCHELL

FilmL.A. Coordinator Daniel Alvarez

Location Manager FLINT MALONEY
Primary Phone Mobile - 323-868-4040
Secondary Phone

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY DEPT OF REC AND PARKS CATERING 1-74 PERSONS	$225.00

Total Permit Fee $325.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00019989-A
Production Company RSA FILMS
Insured Company RSA FILMS
Production Title COCA COLA

Location Manager FLINT MALONEY
Primary Phone Mobile - 323-868-4040
Secondary Phone

Location Address 2505 Wilshire Blvd, Los Angeles, CA, 90057

Location Names

Location Type Apartment Building

Location Description

Prep Dates 9/14/2009 - 9/14/2009 07:00 - 22:00

Film Dates 9/15/2009 - 9/15/2009 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.

Please see attached documents
6th btw Coronado & Park View NS Curb RSA FILMS Model (1).pdf
RSA AA.pdf
Microsoft Word - Mac Arthur Park _2_.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	8
Cast/Crew vehicles	45
Condors	1
Cube Trucks	6
Generator	1
Honey Wagons	2
Motor Homes	4
Stakebed Trucks	2
Vans	6

Personnel on Location

Type	Quantity
Cast	1
Crew	55
Off-Duty/Retired LAPD Officer(s)	2
Spot Check	1

Filming Activities Interior Dialogue; Cable up side of building. cable through window.; Filming contained in 1 room.; Filming interior apartment, 2nd floor, apt #209; No interference to entrance/exit of apartment building;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note RIDER A ADDS CATERING AT MACARTHUR PARK ON 9/15 FROM 12P TO 3P

Parking

Base Camp
Location Type : Private Parking Lot
Street : 611 CARONDELET ST. - ATHENA PARKING

Crew Parking
Location Type : Private Parking Lot
Street : 611 CARONDELET ST. - ATHENA PARKING

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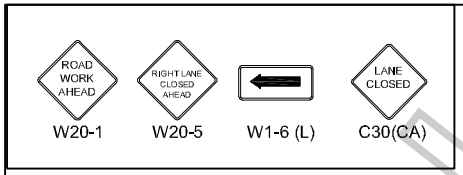
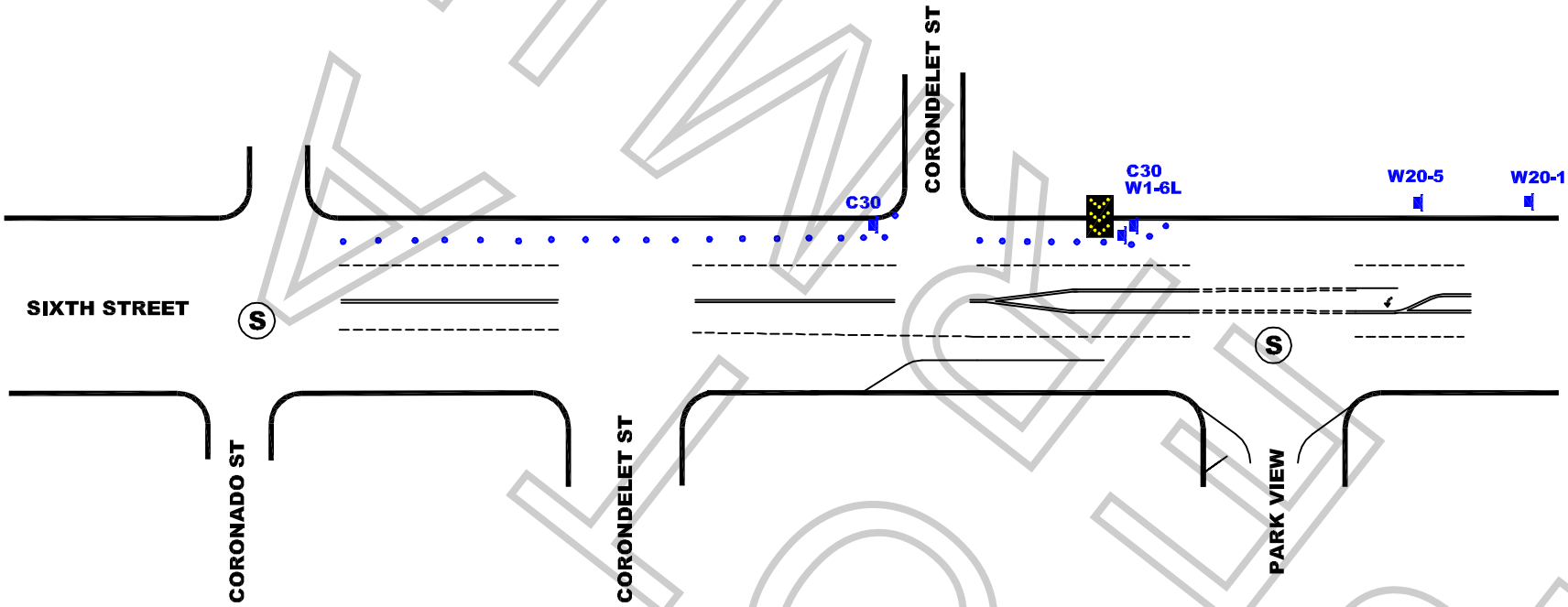


RSA FILMS
"COCA COLA"

FILM L.A.:
DANIEL ALVAREZ

ALL TRAFFIC CONTROL WILL BE INSTALLED AND CONFORM TO THE MUTCD AND WATCH MINIMUM REQUIREMENTS



WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. DATE/TIME: 9-14-09 FROM 07:00 HOURS TO 9-15-09 22:00 HOURS.
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRICADE COMPANY,
2334 E. EIGHTH ST., CA 90021
Ph: (213) 622-9775 * Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ
Traffic control plan is drawn per MUTCD & 2006 Work Area Traffic Control Handbook

TRAFFIC CONTROL FOR:
RSA FILMS
"COCA COLA"

PROJECT LOCATION:
6TH STREET
FROM PARK VIEW TO CORONADO
CITY OF LOS ANGELES, CA

LOCATION CONTACT:
TIM BALLOU
OFFICE # 213.763.9000

REV#	DATE	REVISION DESCRIPTION

Permit #F00019989-A

FILMLA

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of RSA FILMS ("Principal") and am authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 5-2-09

By _____
Representative's Signature

SIGN HERE

RSA FILMS
Name of "Principal" (Production Company)

Flint Maloney
Print Principal Representative's Name

Location Manager
Representative's Title (i.e. UPM, Loc Mgr)

634 N. LaPeer Dr.
Principal's Address

West Hollywood, Ca 90069
City, State, Zip Code

310-659-1577
Principal's Telephone Number

UNOFFICIAL DOCUMENT

Permit #F00019989-A

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

- NO vehicles or heavy equipment allowed on turf unless otherwise approved by the Park Film Office.
- MUST remove all self-generated trash.
- Use of City dumpsters or trashcans is prohibited.
- MUST provide own restroom facilities.
- MUST work around park activities. NO exclusive use of park.
- MAY NOT block service roads, driveways, or parking lot access.
- MAY NOT park in handicap or electric vehicle parking stalls.
- NO alterations to park property unless otherwise approved by the Park Film Office.
- Company must provide own gate or overnight security as determined by the Park Film Office.
- NO staking or drilling into turf, rocks, trees, or asphalted areas unless approved by Park Film Office.
- MUST use water barrels or sandbags for tent set-up.
- MUST restore alterations or damages to original or better.
- Smoking is only allowed in designated areas specified by a Park Film Monitor or Fire Marshall.
- If no monitor or Fire Marshall is assigned; there will be no smoking with the exception of an actor smoking while performing or a part of the scene.
- The designated smoking area may not be near any patron activity or facility. Large sand or water filled buckets must be placed in this area for disposal of tobacco products.
- The designated area may be revoked or not allowed at all depending on weather and location conditions.

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RSA – COCA COLA
(MACARTHUR PARK)

- Failure to comply with these smoking guidelines may result in a fine.
- MUST adhere to Monitors instructions, when applicable. Monitor's instructions or judgment may override written guidelines.
- May not remove any trees from the park. Must work around existing landscape.
- May not drive on any park service road or grassy areas.
- Must hand cart or carry all equipment to location.
- Must use plywood to protect turf at monitor's discretion.
- Must park all vehicles legally on the street.
- Must not interfere with any existing park activities.
- OK to cater at MacArthur Park across the street from the Park Plaza Hotel.
- OK to set up pop up tents, tables and chairs.

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